

Developing Promotional Content Overview

This resource shares guidance on how to create promotional content—like social media posts, print ads, and radio ad scripts—that resonates with your priority audience. Consider the questions and guidance below as you craft each post or ad.

Ask yourself...

What do you want this content to do?

- Raise awareness about your agency as a whole
- Promote a type of service provided by your agency
- Promote a specific service provided by your agency
- Engage in discussion about a current social concern
- Share a local resource
- Something else

How do you want your audience to engage with this content? What is the call to action?

- “Like” it
- Share it with others
- Visit your website
- Check out another piece of content you link them to
- Connect with you through other channels
- Something else

What do you want your audience to do after seeing this content?

- Make an appointment
- Learn more about your agency or services
- Get sexual and reproductive health information, tips, and resources
- Something else

What do you want your audience to remember?

Make sure to...

Be simple and concise.

- Text: [Follow recommendations for content length by channel](#)
- Videos: 1–3 minutes long
- Paragraphs: 2–3 sentences long
- Language: Simple so that your audience will understand

Be relevant and memorable.

- Topic: Connects to your audience’s interests, needs, or social context
- Language: Specific to your audience
- Images: Reflect and/or speak to your audience

